

Subject: Fwd: FW: red car info
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 12/05/2017 12:35 PM
To: Francis Ruiz <fruiz@sanpedrobid.com>
BCC: Lorena Parker <lparker@sanpedrobid.com>

Lorena Parker
Executive Director
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----- Forwarded message -----

From: **Lorena Parker** <lparker@sanpedrobid.com>
Date: Tue, Dec 5, 2017 at 12:31 PM
Subject: Re: FW: red car info
To: "Bezmalinovich, Augie" <ABezmalinovich@portla.org>
Cc: "Sanfield, Phillip" <PSanfield@portla.org>, "jwilliams@labattleship.com" <jwilliams@labattleship.com>

Augie,

Per your request, here are the trolley ridership numbers.

2016 - First year where we had four trolleys over the summer (5 months May to Sept) with the extended summer route to Cabrillo Beach. Ridership = 27,258
We estimate that the ridership was over 20% more than 2015 due to the increased capacity over the summer months.

2017 - Second year with summer trolley (6 months from May to October) with extended summer route to Cabrillo Beach. Ridership for 2017 is expected to be around 36,453, a 34% increase from 2016.

Please let me know if you need additional information.

Best regards,

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance

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On Thu, Nov 30, 2017 at 4:47 PM, Bezmalinovich, Augie
<ABezmalinovich@portla.org> wrote:

Hi Lorena,

I hope all is well and please can you provide this information for Phillip? I remember Joe took very detailed stats on Trolley ridership during the last couple of years. I believe Phillip is looking for more high level number (like overall numbers for the year 2016 and 2017). And I believe we added different stops like the cruise terminal. And offer rides during 1st Thursdays, there were also some Wilmington events and Fleet Week. I'm hoping that you could provide him with more accurate information than I could from the top of my head.

Thanks,

Augie

From: Sanfield, Phillip
Sent: Thursday, November 30, 2017 4:33 PM
To: Bezmalinovich, Augie
Subject: red car info

Augie,

For the next edition of LA Waterfront Magazine, we'd like to include a couple sentences on the success of the Red Car rubber trolley over the past year.

Just need a bit of information such as:

- Increase in riders in 2017 vs. 2016.
- Any additional stops or cars added in last year?

Thanks,

Phillip

Phillip Sanfield | Director of Media Relations | [\(310\) 732-3568](tel:(310)732-3568)

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—Cruise trolley.jpg—



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